

Name _____

Period _____

Chapter 31 – Branding, Packaging & Labeling

1) What is a BRAND?

2) What is the difference between a BRAND MARK and a TRADE MARK?

3) Types of Brands:

*

*

*

*

4) List the different Branding Strategies and explain how they are used.

*

*

*

*

5) The physical container or wrapping of a product is called the _____

6) Explain the different functions of packaging.

- a. Promoting and Selling the product:
 - b. Defining the Products Identity:
 - c. Providing information:
 - d. Ensuring safe use:
 - e. Protecting the product:
- 7) LABELS have become very important to the company and consumer for various reasons.
- They play a major role in the Product Planning strategy. Why?

Explain the functions of the following government agencies that protect business and consumers.....

Food and Drug Administration (FDA)

Federal Trade Commission